UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

NJOY, LLC, NJOY HOLDINGS, INC.,
Petitioners,

v.

JUUL LABS, INC.,
Patent Owner.

U.S. Patent No. 10,130,123
U.S. Patent No. 10,709,173

PETITIONERS NJOY, LLC AND NJOY HOLDINGS, INC.'S
POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Petitioners NJOY, LLC and NJOY Holdings, Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with Petitions for *Inter Partes* Review of U.S. Patent Nos. 10,130,123 and 10,709,173.

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The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioners NJOY, LLC and NJOY Holdings, Inc.:

Dated: November 16, 2023	Robert A. McCarter III Senior Vice President Associate General Counsel Altria Client Services LLC